Metro-Goldwyn-Mayer to Spend $1,000,000 on Film Advertising, Perhaps no Newspapers!

CANADIAN MOVING PICTURE DIGEST

Vol. 26, No. 13 TORONTO 2, CANADA July 21st, 1934

IT'S FUN TO BE FOOLED!

but it's more fun (and better business) to KNOW!

(See Inside Cover)

PUBLISHED BY

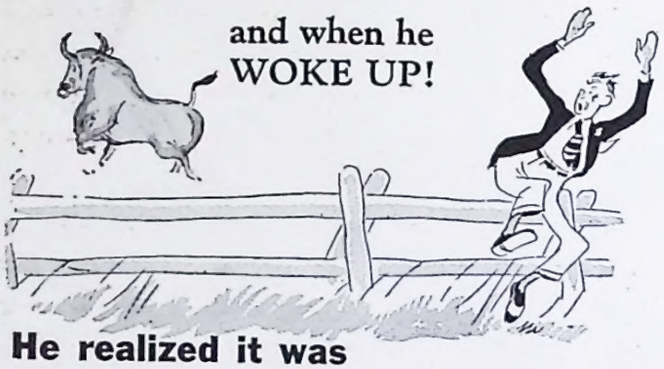
CANADIAN MOVING PICTURE DIGEST COMPANY LIMITED

259 SPADINA AVENUE, TORONTO 2

IT'S FUN TO BE FOOLED*—

(*A bow to Reynolds Tobacco Co.)

but it's more fun (and better business) to KNOW!



He realized it was

THE SAME OLD BULL!

Goodness gracious! There can't really be any more exhibitors who BUY pictures on the basis of what they see in those dear, antiquated, so-called Announcement Books!

YOU CAN'T BLAME THE BOYS FOR WANTING TO MAKE THEIR PRODUCT SOUND GOOD!

BUT at the end of the year there's only ONE thing that counts!

(you know the answer!)

METRO-GOLDWYN-MAYER STOPPED THESE!

Pretty books! Very expensive! But we don't consider them necessary

—and here's the reason!

Exhibitors say:

IT'S VERY IMPRACTICAL

to put those Announcement Books up into your Marquee but—

IT'S VERY PRACTICAL

(and Profitable!)

TO PUT THESE NAMES IN YOUR MARQUEE!

MARIE DRESSLER	WALLACE BEERY
MARION DAVIES	GRETA GARBO
NORMA SHEARER	JOAN CRAWFORD
CLARK GABLE	LIONEL BARRYMORE
ROBT. MONTGOMERY	JEAN HARLOW
JEAN PARKER	HELEN HAYES
RAMON NOVARRO	JIMMY DURANTE
LAUREL-HARDY	GLORIA SWANSON
JACKIE COOPER	WILLIAM POWELL
M. CHEVALIER	J. WEISSMULLER
JEANETTE MacDONALD	MYRNA LOY

—Why not show the above to the first film salesman who shows you a book with pretty pictures. And while he's thinking it over, here's a thought for YOU!

This could go on forever)

PARDON ME for REPEATING THIS ADVT.!
—but the TRUTH bears repetition—

READ BETWEEN THE LIONS!

There is nothing unusual about the

amazing run of hits that M-G-M is

delivering. It has always happened

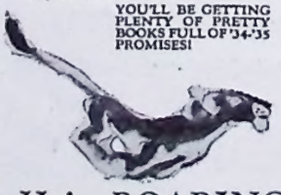
and you can always depend on it!

VERY **COOLING** WHEN IT'S **HOT!**

THERE'S MORE WHERE THEY CAME FROM

—and so, while the headlines continue to tell the story of M-G-M supremacy at the box-office

YOU'LL BE GETTING PLENTY OF PRETTY BOOKS FULL OF '34-'35 PROMISES!



READ THEM ALL CAREFULLY BECAUSE —it's such fun to COMPARE WHEN—

THE LION IS ON THE LOOSE!

He's ROARING now about his STAR SPANGLED BANNER for '34-'35. LISTEN!

Franklin Dunham, Educational Director of National Broadcasting Co. of New York states Educational Radio Programs are Failure

Canadian Moving Picture DIGEST

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RAY LEWIS
Editor and Managing Director

Published by Canadian Moving Picture Digest Company, Limited
259 Spadina Ave. Toronto

Vol. 26, No. 13 TORONTO 2, CANADA July 21st, 1934

HATS OFF LEO!

VARIETY reports that the "greater movie season" policy will continue as usual, with an appropriation of $800,000 for eight selected features from the major companies, the money to be used for a Publicity Drive.

We note that the Metro-Goldwyn-Mayer Company is to spend $1,000,000 in an advertising appropriation, and that none of this may go to the daily newspapers. Magazines will likely get the appropriation, because Leo is said to be roaring at the attitude of the newspapers in respect to the anti-film crusade.

"Hats Off Leo," once a lion, always a lion; anti-film crusades may come, but "Who's Afraid of Big Bad Wolf—Reformer," when one is a Lion?

Biting the hand that feeds you does not tend to make friends. Motion Pictures has given newspapers millions and millions of dollars in advertising and at a time when other businesses were collapsing and unable to advertise.

Motion Pictures has furnished newspapers with "live copy" free of charge! The press has rewarded Motion Pictures by headlining all the evils with which Anti-Film Crusaders charge Motion Pictures; and not an editorial or a headline in defence of an Industry allied with newspapers in the world of Arts and Letters.

Here is sufficient and direct evidence that the Industry blundered in its former policy toward the press. Millions of dollars spent in this direction will not secure at least a square deal for Motion Pictures, when vice headlines increase a newspaper's circulation. Again we ask our readers, is this not another Digest prophecy which comes true? Look over your Digest files. We said it!

We also say to-day that the showmen of Metro-Goldwyn-Mayer are the backbone of this Industry, and that this company is indispensable, not only to exhibitors by way of first-class, dependable product, but this company is indispensable to the entire Motion Picture Industry.

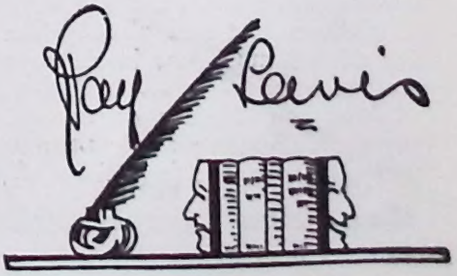
BRITISH PICTURES GOING OVER

IN the United States, in fact Los Angeles, home of American Motion Picture production, the British picture is gathering unto itself added territory.

It now appears that the British picture has arrived at a stage in the United States where it is a substantial competitor with the Independent product for playdates.

Exhibitors, after buying major product, turn to British product for "something new under the sun," and show a decided interest in some points toward the purchase of British films.

This is a very substantial gain in prestige and in market for British films, for it must be considered that the United States is the greatest film producing country in the world; that making pictures in the United States has become a part of the business routine of that nation; and for a foreign product, which arrived late in the date of picture-making, to build up a market in the stronghold of American film-making, is an indication that the British picture is winning territory on quality.



RAY PRESENTS

RAY LEWIS

WHATEVER happens in Germany, or to Hitler is certainly Motion Picture News, since the Screen became a medium for Hitlerized propaganda and policies.

The Address of Defence by Hitler of Germany has been made, and in which the Dictator endeavored to excuse the murder and execution of his personal friends, the latter who gave him his power; and other loyal official executives, and civilians who surrounded his power with armed force.

One and one-half years ago, when Hitler started his mad crusade of an extermination of minorities, the Editor of The Digest said, "June will see his downfall". June was selected as the month of a Hitler crisis.

REGARDLESS of what Hitler does or says today, June of 1934 has executed Hitler. The god of the German nation has been discovered, not only to have clay feet, but horns. Even Lucifer could not have horned his lesser devils more completely, nor bulled and bullied a German nation more bullishly than Hitler; and now the "horns of his dilemma" are those of suspicion and distrust within his own nation, his closest associates, and even his Hitlerites.

The world, even an anti-Semitic world, never found it easy to shout "Heil Hitler", although with some practice it could easily have learned to shout, "Down with the Jew", the natural goat of history.

It was not necessary for me to read the various comments taken from leading papers, as published in the New York Times, on Hitler's explanatory and Defence speech, to come to the conclusion that Hitler is aware of his blunder.

HITLER, it appears was advised by powerful influences to murder his friends. His moneyed supporters must have forced his hand, so I believe, realizing that their game of playing chess is over, that they cannot take a castle, they cannot take a King, or a Queen, all that they have taken and can take are private soldiers.

World opinion is against a Hitlerized Germany. Therefore, Hitler, whom they used as a pawn, is no longer of use to these; and since he must be removed before "the game is up", the first step is "to kill off" his powerful friends. Hitler will be easy to get rid of when he is discredited and alone! The Frankenstein which they created must now be destroyed, lest he destroy his creators.

Read your history of knaves, who have achieved power. They have about them an element of genius. They are wonderful organizers, financiers, orators, etc., etc. Not any of these qualifications makes them gods, or infallible to defeat! Their greatest weakness lies in "double-crossing", since herein lies their secret to Power.

It is curious that the very attribute which makes such as these climb to greatness, in the sense of power, also brings about their defeat, for in the Law of Compensation which is Eternal and Infallible, there is a rule that the "double-crossers", shall in turn be "double-crossed".

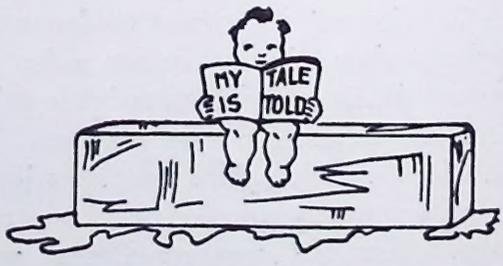
HITLER is "scared to death". If he were not, he would not have made a speech. If his murder of his friends had been justifiable, and he sincerely believed in what he had done he would have uttered but one sentence, "For God and my country", and rested and vested his power there.

An attempt at oratorical hypnotism, a listening for applause, a physical dejection and an all too-apparent nervousness is neither evidence of sincerity nor of bravery. Hitler trembles as did Nero, when the horrors of his murders began to encompass him, and he faced suicide.

HITLER will not kill himself any more than did Nero, even when he realizes he must die. Some last faithful friend will pull the trigger of the gun in the trembling hand of Hitler, or push him over a cliff as he contemplates suicide.

Hitler is afraid of Death, he is afraid to die! If he loved Germany more than his own life, the Germany for whom he murdered thousands, he would kill himself now, for the salvation of his country, thus eliminating the Hitler hatred of other nations; and thereby making himself a sainted hero for whom Germany could erect statues and make a public holiday in his memory.

BUT Hitler will not kill himself, even when his friends leave a gun convenient for his use. Roehm, closest of Hitler's intimate friends is dead, murdered by Hitler's own hand, it is said, — Roehm who loved Hitler and murdered for his sake. Hitler attacks Roehm more savagely than all the murdered others, because Hitler is at last conscious of Remorse.



Madeleine Carroll's "Hollywood Diary" in Canadian Chatelaine Proves Good Reading

Observations

By The Editor

IF Sin is related to moral conduct, then what is unmoral, or immoral for a Catholic is not among the forbidden things for Protestant and Jew.

The Churches can never lay down rules of conduct for all the people, since there is no State Religion in the United States, nor in Great Britain; and civilized countries have made laws insuring religious freedom.

The Church can never be a Censor Board, not only for films, but for literature, the drama, or for any of the Arts. Not even were a Catholic, a Protestant and Hebrew selected to officiate on a Censor Board of films would this Censor Board be in a position to agree on the immoral or unmoral films, because each would be naturally prejudiced and influenced by Religion.

* * * *

CENSORSHIP to be adequate, to be representative must be free, first of religious boundaries, political partisanship and all other limitations, if it is to serve the State. Each Church may, however, have its film committees and these can operate as a Censor Board for the Church, which may use its own discretion in respect to its support of Motion Pictures individually.

The Church should be advised that, in such an establishment of Church Film Censor Boards, its interest in Motion Pictures, through a recognition of the power of the screen, should be to praise the good films with an equal enthusiasm to its condemnation of the other films.

* * * *

THE Church to do good work, effective work, to win for itself the respect of its followers should refrain from rushing into the press with sensational headlines. It should do its good work with dignity. It should seek persuasive methods and not instruments of force and coercion.

It should seek to convert the producers of Motion Pictures by revealing to them that the Church appreciates the Service of the Screen for Good. It should persuade the producers and theatre owners that the production and exhibition of Good Films is Good Business by supporting, within the Church, the many Good Films.

* * * *

THE Law has protected The Church from the presentation upon the Screen of any material which tends to ridicule or condemn religious beliefs. The Law has not protected the Screen from the pulpit. The Priest, Rabbi, and Minister is supreme within his own church, governed only by the regulations and governors of his respective church, but when Priest, Rabbi and Minister descend from their respective altars, and go out of The Temple of God to dictate and to preach, they become limited in their power of speech and action, and must conform to the laws of the State.

* * * *

CHURCH property is exempted from taxation because it does not represent a business enterprise, but a religious institution. But if the Church goes into business, if it attempts to interfere with the Trade and Commerce of a nation, is it not endangering its non-taxable privileges.

A nation without religious beliefs, without Temples of God, is a Nation which has no Soul, and having no Soul, it has no God. It is less than the dust. But the Church must profit by the lessons of history, even if it has prophetic vision, and that is, that in a time of revolution, of anarchy, the rebels always have attacked the Church, endeavoring to eliminate Religion from the nation which the rebels have hoped to build.

The Church has been looked upon as an enemy of the people. This is what Revolution brings with its rule of dictators, born of mob-expression!

* * * *

WHAT has made enemies for the Church which seek its destruction? There are many causes, selfish ones and visionary ones. The rule that there must always be a Sacrifice for Redemption and Salvation is a common Cause.

Knowing history, the reactions of the people, should not The Church always so conduct itself that it makes only friends?

A tolerant, unbigoted, non-fanatical viewpoint toward life, a mission of peace, a non-belligerant and friendly attitude toward Reform, a conversion of its own followers through education to better thinking, and nobler living, these appear to be the avenues along which the Church should travel. Keep the people interested in God, keep their faith in God alive, preach The Holy Bible, is this not the Big Work for the Church, God's work for the Church?

* * * *

WHAT would the Church say to the Screen if it criticized the Holy Bible because of Sussanah and the Elders, David and Bathsheba, Dinah and the Son of a king, Potiphar's wife and Joseph, Lot and his daughters, King Solomon and the Shulamite, Ruth who slept all night at the feet of Boaz, Ahaseurus, who had a different virgin brought into him every night, until he chose for his Queen, Esther.

Delilah and Samson, Salome and John the Baptist, Jezebel the murderess, Leah and Rachel who vied with each other in giving Jacob their handmaidens that Jacob might continue to have children to his glory, Sarah who gave Abraham her handmaid, the Egyptian bondwoman Hagar, as wife.

What a list of seductions, and adulterous alliances, according to our civilization, and our sense of morals!

* * * *

PREACH God, help the needy, succour the poor, attend the sick, watch over the orphan, protect the widow, "honor thy father and thy mother that thy days may be long upon the land which the Lord Thy God Hath Given Thee." This is the work of the Church.

* * * *

WHENEVER the Church, throughout History, has started out in a Religious Crusade of Reform, the Protestants have murdered the Catholics, the Catholics have murdered the Protestants and both have murdered the Jews.

Mahomet did the same murdering when he tried to

(Continued on page 6)

For the Queen of Motion Pictures, Marie Dressler, There is No Hope of Recovery, Her Physicians State

Take Out An Injunction Against Leaders of Film Boycott

Action of the Churches is in Restraint of Trade

IS a boycott of theatres by a religious organization covering the entire United States, and which interferes with interstate trade and commerce, legal?

Your editor is not a lawyer nor does she understand the interstate laws of the United States; nor does she remember the Constitution of the United States from memory, but if her memory is good she does remember a ruling on interstate trade and commerce, and those clauses which relate themselves to the conduct of states in relationship to the trade of the United States; and which restricts and restrains States from introducing laws which may interfere with trade throughout the United States.

IT is the opinion of The Digest Editor that the action of the Churches in relationship to a boycott of theatres is illegal, and not only interfering with the Trade and Commerce of the U.S., but also interferes with international trade and commerce, since the Churches are carrying their boycott into foreign countries.

Therefore, we advise the Motion Picture Industry of the United States to immediately take out an injunction against this Church Boycott of theatres, the distribution of pledges, etc., etc., which are a violation of the laws of the constitution of the U.S., and which are in Restraint of Trade, so we believe.

THERE must be no Church Rule of the State; the State must remain supreme, since State government is the will of the people, who have voted for its Rights. The Church represents the opinion of its leaders, minorities, which make their own laws to govern the respective religious conduct of their own religious followers.

The laws of the State must be nondenominational, and non-partisan to be the Right Laws for the people. The laws of the Church have been given by God to Man to govern Man's relationship to God; and in accordance with such government, men are directed to govern themselves in relationship to each other.

But Man has, through governments, made other laws of Conduct through which men must govern themselves in relationship to each other, and to the State, and these laws, the laws of the State are in many instances, contrary to God's Laws.

If we adhere to God's Laws, the State can imprison, hang us, or shoot us, if we break the State's Laws. We will take one instance for an example, the conscientious objectors to conscription for War, the driving of the money-lenders out of the Temple, in the manner in which Jesus drove them out. Try and evade conscription in War, of body and property, and follow the example of Jesus in respect to the money-lenders, and see if you are not landed in jail, for assault, for inciting riot; and in the case of conscription arrested also as Eugene Debs was arrested and imprisoned.

IN Canada, a learned Judge delivered a judgment which imposed a fine on picketing, although the picketing was peaceful. The theatre-owner in Canada claimed that they damaged his business by passing handbills, and by parading in front of his theatre with placards.

Is not the distribution of pledges for film boycott equally damaging, and the picketing by Church officials, in front of theatres, equally subject to an interpretation of the Law?

THE Church has every right to protest from its pulpits in respect to pictures which its minister, rabbi, or priest considers unmoral or immoral. It has no legal right to organize in Restraint of Trade.

Incidentally, is the Catholic, Protestant and Hebrew priesthood united on what it considers moral or unmoral?

The respective religious beliefs of Catholic, Protestant and Hebrew are all opposed to each other; and even the intermarrying of the followers of these religious groups is forbidden. How then can they form an unanimous opinion on what is morally right for the people. What is a sin for a Catholic is not a sin for either a Protestant, or a Hebrew.

THE Digest is of the opinion that The Church stepped out of its territory when it embarked upon a boycott of films. It should have influenced the film producers from its pulpits. It was a good influence to operate within the Church. It broke the laws of the State, the laws of good judgment and reason when it started to organize all Churches, and made its campaign not only national, in its scope, but international. It did not restrict its boycott to some particular pictures, but sought to impose its religious interpretation of morals on a nation, on world trade, thereby injuring the domestic trade and foreign trade of the United States.

HAD The Church selected certain pictures to boycott, it may have been within the Law, or certain territory for its boycott. But its boycott was The Film Industry, its attack against The Film Industry, its unlimited territory was the whole of the United States, and its efforts directed toward organizing other nations. Its actions are contrary to the Rights of Trade and Commerce; and therefore illegal!

Observations

(Continued from page 4)

establish the religion and morals of Allah and his prophet Mahomet.

* * * *

THE Church led in the crusade for prohibition in the U.S., because some saloons were dens of vice, and many men were drunkards. The State legislated prohibition, influenced by The Church which carried its crusade out of the Church. The lesson of the failure of prohibition is as nothing compared to the evils which sprang from such a forced censorship on the appetites of the people.

* * * *

YOU cannot reform people with legislation, nor censor immorality to breed morality. There is nothing very wrong with Motion Pictures save that it endeavours to give the people what it thinks the people want.

Who knows what the people want? There is everything wrong with public taste. It desires to motor 100 miles or more in an hour. It desires to fly. To cross oceans in hours instead of a week, or more. It desires to be thrilled all the time, to eat everything that appeals to its palate, to get everything it wants, to be rich as Rockefeller, to have the power to command armies, to be as degenerate as it desires within the sanctity of its own bedroom, but to publicly appear as a paragon of all virtue.

Christian Century (Chicago) states "Archbishop Glennon of St. Louis Advises Boycott His Diocese Applied Impartially to All Pictures"

Show Business

Robert Young Given Lead "Death on the Diamond"

Robert Young will have the male lead in "Death on the Diamond", adaption of Cortland Fitzsimmons's baseball mystery novel which goes into production next week at the Metro-Goldwyn-Mayer studios.

The cast includes Madge Evans, Ted Healy, Edward Brophy and C. Henry Gordon, with Edward Sedgwick directing

"The Queen's Affair" to be Released by United Artists

United Artists announced that it has acquired "The Queen's Affair", new British and Dominions production, for release here. Herbert Wilcox, director of the film and production head of the English company, completed the negotiations prior to his sailing for England on Saturday aboard the Aquitania.

"The Queen's Affair" has Anna Neagle and Fernand Graavey in the stellar roles.

Jules Levy Closes Deal

Jules Levy, Vice-President and General Sales Manager of the RKO Distributing Corporation, who is now in Canada negotiating a number of important exhibition deals, today announced the final consummation and signing of a deal with the Famous Players Canadian Theatres, for the exhibiton of the entire 1934-35 RKO Radio Pictures' product.

COMPLETE
Theatre Equipment and Supplies

Projectors and Parts.
Motor Generators.
Sound Screens.
Lenses, Carbons, etc.
Everything for the Theatre from Sheet to Street.

Coleman Electric Co.
258 Victoria St.
TORONTO, ONT.

"The Painted Veil" in Production at Culver City

"The Painted Veil", Greta Garbo's new starring film, with Herbert Marshall in the leading role, went into production last week at the Metro-Goldwyn-Mayer studios.

Richard Boleslavsky, whose productions include "Rasputin and the Empress", "Men in White", is directing this adaption of Somerset Maugham's novel of the Far East.

It is Miss Garbo's first photoplay since "Queen Christina" and Marshall's first since his recently completed part in an untitled Constance Bennett picture.

"The Perfect Week-End" Starts Production

James Cagney's newest starring vehicle, "The Perfect Week-End", goes into production this week at the Warner Bros. studios in Burbank, Calif. Allen Jenkins will have an important supporting role. The full cast will be announced later in the week. "The Perfect Week-End" is based on the Collier's Weekly story by Frederick Hazlett Brennan. Cagney's most recently completed picture, "Here Comes the Navy", will open at the Strand Theatre next week or the week after, and will be nationally released on July 21st.

"Roadhouse"

Violet Loraine, plays the leading role in "Roadhouse", a new picture under the direction of Maurice Elvey which has taken the floor at the Gaumont British Studios.

Universal to Produce "The Human Side"

After three months of searching for a new title for Christine Ames' play, "The Human Side", Universal has decided that the jazzier titles which had been suggested would be out of step with the times. It has decided to use "The Human Side" for this production starring Adolphe Menjou with Doris Kenyon,

Irvin Cobb Starts Work on Second Roach Picture

Irvin Cobb starts work this week in his second Hal Roach-M-G-M comedy short, as yet untitled. The story concerns Cap'n Cobb's hunting adventure with "The Governor", and is declared to be an ideal vehicle for the noted humorist.

Two More Houses Change to "The Voice of Action"

We understand from our Montreal Correspondent that the "Lido" under the management of Joe Browne and the "Rex" whose manager is C. O. O'Clair have both replaced their present equipments and installed standard Northern Electric Sound Systems.

CANADIAN THEATRE FOR SALE

Canadian Theatre, being situated at 229 St. John St., in the centre of the City of Quebec, for sale, all equipped, with 602 seats and a Northern Electric sound system. Easy terms.
For further information, apply to La Société de Prêts et Placements de Québec, 81 St. Peter St., Quebec, Canada.

Toronto Theatres

LOEW'S—Manager Jules Bernstein — Ronald Colman in "Bulldog Drummond Strikes Back", with Loretta Young, produced by United Artists.

IMPERIAL—Manager Jack Arthur — "The Great Flirtation", with Elissa Landi, Adolphe Menjou and David Manners, a Paramount picture.

TIVOLI—Manager D. Krendel — Lee Tracy in "I'll Tell the World", a Universal production; and the Universal picture, "Affairs of a Gentleman", with Paul Lukas.

SHEA'S—Manager Jerry Shea — James Cagney and Joan Blondell in "He Was Her Man", a Warner Bros.-First National release.

UPTOWN—Manager Tom Daley — Joe E. Brown in "Circus Clown", a First National picture, and "Fog Over Frisco", produced by First National.

Ralph H. Kettering blames Labor Unions for Collapse of Legitimate Drama, in "Real America Magazine"

THE MOST UNUSUAL PARTY EVER HELD!—

TANTALIZING MYSTERY!

HEART APPEALING ROMANCE

GOOD CLEAN COMEDY

The NIGHT of the PARTY

WITH

LESLIE BANKS

JANE BAXTER

ERNEST THESIGER

IAN HUNTER

Here's a Picture That Will Make Money For You!

Here's the Most Exciting, the Most Novel, the Most Thrilling Mystery Picture of the Year!

It Happened One Night! A Party was Held . . . the Guests Were Entertained by a Thrilling Murder Game . . . the Host Was Found Killed!

Who Fired the Fatal Shot??

An Unusual Story of Adventure, Fun and Romance, and Ideal for Summer Entertainment!

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